1   We claim:

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3   ✓ 1.   An apparatus for hyperlinking specific words in content to turn the words into

4   advertisements, comprising:

5   an Internet-enabled web browsing device connected to the Internet;

6   a content provider server having content files to be displayed on web browsers,

7   said content provider server being connected to the Internet;

8   an advertiser web page accessible over the Internet; and

9   an ad server connected to the Internet,

10   wherein the ad server provides means for providing a hypertext anchor to an advertiser-

11   chosen word or phrase in a content file to link said advertiser-chosen word or phrase to

12   said advertiser web page.

13   2.   The apparatus of claim 1, wherein said means for providing a hypertext anchor to an

14   advertiser-chosen word or phrase in said content file is an altered version of said

15   content file uploaded over said content file on said content provider server, said

16   altered version being identical to said content file with the exception of HTML

17   coding to provide said hypertext anchor.

18   3.   The apparatus of claim 1, wherein said means for providing a hypertext anchor to an

19   advertiser-chosen word or phrase in said content file is a script to be run on said

20   content provider server to overwrite the existing HTML of said content file with

21   altered HTML including coding to provide said hypertext anchor.

22   4.   The apparatus of claim 1, wherein said means for providing a hypertext anchor to an

23   advertiser-chosen word or phrase in said content file is a means associated with said

1   ad server to determine which words to hyperlink when referenced by coding in said

2   content file.

3   5.   The apparatus of claim 4, wherein said means associated with said ad server to

4   determine which words to hyperlink when referenced by coding in said content file

5   comprises:

6   decisioning logic; and

7   a database associating an advertiser-chosen word or phrase with a destination

8   URL pointing to said advertiser web page.

9   6.   The apparatus of claim 1, wherein said means for providing a hypertext anchor to an

10   advertiser-chosen word or phrase in said content file is an altered version of said

11   content file stored on said ad server and served by said ad server in response to

12   content provider server redirection of requests, said altered version including HTML

13   coding to provide said hypertext anchor.

14   7.   The apparatus of claim 6, wherein said altered version further includes coding to

15   display a content provider URL in a browser window of said Internet-enabled web

16   browsing device.

17   8.   The apparatus of claim 1, further comprising means to link to said advertiser web

18   page using a tracking URL.

19   9.   A method for hyperlinking specific words in content to turn the words into

20   advertisements, comprising:

21   connecting a content provider server to the Internet, said content provider server

22   having content files to be displayed on web browsers;

23   providing an advertiser web page so as to be accessible over the Internet; and

1   connecting an ad server to the Internet,

2   wherein the ad server provides a hypertext anchor to an advertiser-chosen word or phrase

3   in a content file to link an Internet-enabled web browsing device connected to the Internet

4   to said advertiser web page.

5   10.   The method of claim 9, wherein the ad server provides a hypertext anchor to an

6   advertiser-chosen word or phrase in said content file by:

7   searching said content file for an advertiser-chosen word or phrase;

8   altering the HTML of said content file with HTML coding to provide said

9   hypertext anchor to produce an altered version; and

10   uploading the altered version over said content file on said content provider

11   server.

12 11.   The method of claim 9, wherein the ad server provides a hypertext anchor to an

13   advertiser-chosen word or phrase in said content file by supplying a script to be run

14   on said content provider server to overwrite the existing HTML of said content file

15   with altered HTML including coding to provide said hypertext anchor.

16 12.   The method of claim 9, wherein said content file includes coding and the ad server

17   provides a hypertext anchor to an advertiser-chosen word or phrase in said content

18   file by determining which words to hyperlink when referenced by said coding in said

19   content file.

20 13.   The method of claim 9, wherein the ad server provides a hypertext anchor to an

21   advertiser-chosen word or phrase in said content file by:

22   downloading said content file;

23   creating an altered version of said content file including HTML coding to

1   provide said hypertext anchor; and

2   storing said altered version on said ad server;

3   wherein said content provider server redirects requests for said content file to said

4 ad server; and

5   said ad server serves said altered version.

6   14.   The method of claim 13, wherein said ad server employs frames so as to display a

7   content provider URL in a browser window of said Internet-enabled web browsing

8   device.

9   15.   The method of claim 13, wherein said ad server employs coding to display a content

10   provider URL in a browser window of said Internet-enabled web browsing device.

11   16.   The method of claim 9, further comprising linking to said advertiser web page using a

12   tracking URL.

13   17.   A method for advertising by hyperlinking specific words in content to turn the words

14   into advertisements, comprising:

15   altering the HTML of content of an Internet-displayed file to include a hypertext

16 anchor on an advertiser-chosen word or phrase to link to an advertiser web page; and

17   receiving compensation from said advertiser.

18   18.   The method of claim 17, further comprising compensating at least one of a provider

19   of said content of said Internet-displayed file and an entity that selects said hypertext

20   anchor.

21   19.   The method of claim 18, further comprising compensating on a basis selected from

22   the group consisting of flat rate per ad, flat rate per site, impressions, clicks, and

23   conversions.

1   20.   The method of claim 17, further comprising linking to said advertiser web page using

2   a tracking URL.

3   21.   An apparatus for hyperlinking specific words displayed in an application to turn the

4   words into advertisements, comprising:

5   an Internet-enabled device connected to the Internet;

6   an HTTP-enabled software application operating on said device;

7   a source for text-containing files to be viewed in said software application;

8   an advertiser file accessible over the Internet; and

9   an ad server connected to the Internet,

10   wherein the ad server provides means for providing a hypertext anchor to an advertiser-

11   chosen word or phrase in said text-containing file to link said advertiser-chosen word or

12   phrase to said advertiser file.

13   22.   The apparatus of claim 21, wherein said means for providing a hypertext anchor to an

14   advertiser-chosen word or phrase in said text-containing file is a script to be run on

15   said device to provide said hypertext anchor.

16   23.   The apparatus of claim 21, further comprising means to link to said advertiser file

17   using a tracking URL.

18   24.   A method for hyperlinking specific words in text-containing files to turn the words

19   into advertisements, comprising:

20   providing an Internet-enabled device with an HTTP-enabled software application;

21   providing said text-containing file to be viewed by said software application;

22   providing an advertiser file so as to be accessible over the Internet; and

23   connecting an ad server to the Internet,

1   wherein the ad server provides a hypertext anchor to an advertiser-chosen word or

2   phrase in said text-containing file to link said Internet-enabled device to said advertiser

3   file.

4   25.   The method of claim 24, wherein the ad server provides a hypertext anchor to an

5   advertiser-chosen word or phrase in said content file by supplying a script to be run

6   on said device to provide said hypertext anchor.

7   26.   The method of claim 24, further comprising linking to said advertiser file using a

8   tracking URL.

9   27.   A method for advertising by hyperlinking specific words in documents to turn the

10   words into advertisements, comprising:

11   viewing a document with a software application;

12   altering the document file with software to include a hypertext anchor on an

13   advertiser-chosen word or phrase to link to an advertiser document; and

14   receiving compensation from said advertiser.

15   28.   The method of claim 27, further comprising compensating an entity that selects said

16   hypertext anchor.

17   29.   The method of claim 28, further comprising compensating on a basis selected from

18   the group consisting of flat rate per ad, flat rate per software application, impressions,

19   clicks, and conversions.

20   30.   The method of claim 27, further comprising linking to said advertiser document using

21   a tracking URL.

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